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**TECNOPOLIS Parco Scientifico e Tecnologico** - Società consortile a responsabilità limitata Unipersonale  
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## SHORT LISTS for Experts-Coaches

### 1. Background

Financed under the 3rd call of INTERREG ADRION Programme, CCI4TOURISM project (CUP - F69E19001180006) aims to leverage on the CCIs potential by making them key players both for the implementation of cultural tourism-related policies and for improving the tourism offering. To achieve this goal new, unconventional approaches to tourism management strategies are needed. The project will work on a) entrepreneurial discovery and talent mobilization; b) empowerment of CCIs entrepreneurial skills; c) fostering the "hybridization" between cultural, creative and tourist enterprises, both for the creation of new companies and for the definition of new products.

For these purposes and to support the growth of cultural and creatives businesses working in the tourism sectors, the project partners should benefit from lists of experts (coaches) with a specific background in the business modelling/commercial exploitation of CCIs tourism-oriented product. The coach may be a consultant as well as an entrepreneur willing to offer his/her experience to CCIs in the framework of the incubation/acceleration programmes and will be recruited having not regards of their nationality or residence. Coaches are expected to help CCIs to become more business oriented and to define/develop new products addressing tourism sector.

### 2. Coachers

**Coaches are specialists responsible for supporting the partnership and beneficiaries of project initiatives (companies, entrepreneurs, start-ups) by rolling out a tailor-made coaching programme** that encompasses soft and technical knowledge to improve skills, trigger change, stimulate innovation. Coaches will be involved all along project timeframe to support a variety of activities, namely:

- Coaching sessions (T1.1.2)
- Local events (T1.2.3)
- Local Training (T1.3.1)
- Design thinking workshop (T1.3.2)
- Local events / awareness raising event (C4.1)
- Large scale event (C4.2)

Coaches will be mobilized according to their specific skills and the kind of support required



### 3. Required expertise and profile

As far as the professional profile is concerned, the ideal profile of coach should be endowed with some horizontal skills, which must be combined with skills indicated to work in a distinctly creative context such as:

- Critical mindset
- Proactive communication
- Passionate and positive
- Curious
- Influential
- Open minded and with a strong interest toward culture, arts and creativity

If the soft skills are important to assess the overall personal profile, nevertheless a sound working expertise is required as follows

- Professional experience and in-depth knowledge in at least 3 of the following topics (cultural and creative industries, tourism, arts and entertainment, marketing, communication, design thinking, finance, digitalisation, business management and strategy, innovation management, product development)
- At least 5 years professional experience
- Personal track record in coaching organisations and business leaders; coaches should demonstrate an existing successful track record as a coach or mentor;
- Expertise in innovation management;
- Fluent in English (written and spoken)
- Where possible working knowledge of a third EU language
- IT literate

Considering the type of tasks to be delivered, the sector concerned and the target addressed, a specific knowledge of cultural&creative sector as well as the tourism market will represent a preference criterion.

### 4. Tasks to be accomplished by the expert

The expert's tasks include the following:

- to take part in coaching sessions and networking events

- to agree a coaching work plan which addresses specific barriers to growth preventing the successful implementation of partnership project
- to deliver a programme of structured online coaching to address barriers to growth and help implement the project
- to deliver coaching on specific issues as necessary
- to take part as speaker to the local training, to the design thinking workshop, to the awareness raising event.

## 5. Application and selection procedure

The Application Form (Annex 1) may be presented by e-mail to the following address: [bandiegare@tno.it](mailto:bandiegare@tno.it) and must include in the subject of the mail, under penalty of exclusion, the following wording "*Application for a short list of coaches – CCI4TOURISM project*".

The following documents must be enclosed to the Application Form, under consequence of exclusion from the selection.

- 2) European format Curriculum Vitae (PDF) in English,
- 1) a front/back copy of the candidate's identity document,

At the bottom of the Curriculum Vitae, dated and signed, declarations must be reported according to the D.P.R.n. 445/2000 and the authorizations to the processing of personal data ex. Legislative Decree 196/2003 and Articles 13-14 of Regulation (EU) 2016/679 (GENERAL DATA PROTECTION REGULATION - GDPR).

**The deadline for submission of applications is 30<sup>th</sup> November 2020.** Applications received after the deadline indicated will not be accepted for this selection.

Starting from 3<sup>rd</sup> of November a weekly update of the lists will be published on TecnoPolis website (<http://www.tecnopolispst.it/bandi.asp>).

All of the requested expertise and skills will be assessed according to the criteria set in the Section 3 of this Call. TecnoPolis may reserve the right to invite candidates for individual interviews, if considered necessary, and to provide additional supporting documents and references which prove that they possess the requested skills and professional experience.

TecnoPolis PST will draw up lists of potential experts. It is specified that the drawing up of the short lists does not intend to put in place any job procedure. Inclusion in the short list does not entail any right or expectation to obtain a professional position with TecnoPolis PST and it is aimed exclusively at identifying the professional profiles (coaches) to be used as support to the implementation of specific activities of CCI4TOURISM project.

**The selected expert will be informed by project partners by e-mail.**

## 6. Expert fee

The hourly rate of experts is up to EUR 80,00 (gross remuneration), for depending on the actual shared commitment and the actual level of expertise recognized for the selected expert, related to these activities:

- a) Local events (T1.2.3)
- b) Local Training (T1.3.1)
- c) Design thinking workshop (T1.3.2)
- d) Local events / awareness raising event (C4.1)
- e) Large scale event (C4.2).

The hourly rate of experts is up to EUR 150,00 (gross remuneration), for depending on the actual shared commitment and the actual level of expertise recognized for the selected expert, related to coaching session (T1.1.2).

**The selected expert will be paid after he/she submit a complete and detailed report about the performed activities.**

## 7. Contact

In case of any question related to this call please contact Mr Davide De Nicolò to the following e-mail: [d.denicolo@tno.it](mailto:d.denicolo@tno.it)

## 8. Data processing

The data communicated by the experts will be treated in accordance with the art. 13 of Legislative Decree no. 196/2003 to Articles 13-14 of Regulation (EU) 2016/679 (GENERAL DATA PROTECTION REGULATION - GDPR). The data processing has the purpose of allowing the verification of the identity and the suitability of the competitors to participate in the procedure; they will be assigned separately for the investigation of the application sent and for the purposes to it connected.